Muslim Friendly Country
Case Study: Halal Tourism in Taiwan

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Managing Director of Taipei Grand Mosque Fundation
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Study on Islamic Tourism in Taiwan

Study on Islamic Tourism in Taiwan

Ma, Y.T. & Crestan, A. (2010). Islamic tourism, a new niche market in Asia: a case study of Taiwan. The 2010 ATF Conference, Hualien, Taiwan
Background

• Islamic tourism as an emerging sector/niche market
• Strategy for Taiwan to attract tourists from a variety of sources.
Statistics on Religions in Taiwan
(in thousands)

<table>
<thead>
<tr>
<th>Religion</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buddhism</td>
<td>8,086</td>
</tr>
<tr>
<td>Daoism</td>
<td>7,600</td>
</tr>
<tr>
<td>I-Kuan Tao</td>
<td>810</td>
</tr>
<tr>
<td>Protestantism</td>
<td>605</td>
</tr>
<tr>
<td>Islam</td>
<td>58</td>
</tr>
</tbody>
</table>

## SWOT Analysis of Islamic Tourism in Taiwan

<table>
<thead>
<tr>
<th><strong>STRENGTHS</strong></th>
<th><strong>WEAKNESSES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Attractive government policies</td>
<td>- Lack of Islamic tourism-related expertise</td>
</tr>
<tr>
<td>- Government support</td>
<td>- Limited Halal Restaurants</td>
</tr>
<tr>
<td>- Sound Muslim society</td>
<td>- Weak integration of local or regional marketing concepts</td>
</tr>
<tr>
<td>- Highly motivated inbound tour operators</td>
<td>- Economic decline</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>OPPORTUNITIES</strong></th>
<th><strong>THREATS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- A developing Islamic tourism market in the region</td>
<td>- Decrease of demand in tourism products</td>
</tr>
<tr>
<td>- The market segment offers high potential profits</td>
<td>- Other rivalry countries enter the market and offer attractive Islamic tourism packages</td>
</tr>
<tr>
<td>- Strategic alliances with inbound tour operators and the Muslim community.</td>
<td></td>
</tr>
</tbody>
</table>
Research questions

• For Muslim Travelers, what are their levels of interest and different kinds of motivation to travel in Taiwan?
• What are the levels of satisfaction of their travel experience?
• What are the barriers to travel from them?
<table>
<thead>
<tr>
<th>RANK</th>
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<th>DESTINATION</th>
<th>SCORE</th>
<th>CHANGE</th>
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<tr>
<td>9</td>
<td>36</td>
<td>Philippines</td>
<td>46</td>
<td>5</td>
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</tbody>
</table>
Muslim Friendly Environment in Taiwan

- Muslim Restaurant - MR
- Muslim Friendly Restaurant - MFR
- Muslim Friendly Tourism - MFT
- Halal Kitchen - HK
- Muslim Slaughtering - MS
- Muslim Friendly Environment - MFE
- Muslim Friendly Tour Guide - MFTG
Halal Tourism Promotion Partnership

- Tawian Touism Bureau
- The Bureau of Foreign Trade of the Ministry of Economic Affairs, Taiwan
- Chinese Muslim Association / Taipei Grand Mosque
- Travel Agents / Restaurants / Hotels / Theme Parks
- National Scenic Areas / National Parks
The Bureau of Foreign Trade of the Ministry of Economic Affairs
The Bureau of Foreign Trade of the Ministry of Economic Affairs
Time for Muslim
Explore Taiwan

Taiwan Tourism Bureau
www.taiwan.net.tw
Promotion of Muslim Tours

Time for Muslim explore Taiwan

Taipei Grand Mosque
MATTA Fair
MATTA Fair
Halal Taiwan

Famous for its industrial products, electronic goods, production line and factories, Taiwan is a developing country where introduction is no longer need. But if that is only what you think of Taiwan, then you may be wrong. Synonymous with its famous designation ‘Formosa’ — meaning beautiful in Portuguese — Taiwan has been preserving its diverse tourist attractions and unique cultures.

Situated off the southeast coast of the Asian continent, Taiwan lies between Japan to the north and the Philippines to the south. Home to over 23 million people, this island stretches 400 km from north to south and 112 km from east to west. With moderate temperature all year round, the capital city of Taiwan, Taipei, sits near to the northern tip of Taiwan. Being the largest city in Taiwan, Taipei is also the region’s political, economic, financial and cultural centre.

The arrival of the Muslim community into the county dates back to 17th century, when a group of Muslim families from southern Chinese coastal province of Fujian accompanied Koxinga (a military leader loyal to the Ming dynasty) in their effort to oust the Dutch from Taiwan’s southern city, Tainan in 1661. The following migration occurred during the Chinese Civil War where almost 20,000 Muslim families fled mainland China with the Kuomintang to Taiwan in 1949.

At present, Taiwan is home to more than 50,000 Muslims. There are about six mosques altogether. Situated in Taipei are the Taipei Grand and Taipei Cultural Mosques, while Tuyuan is home to Long Gang Mosque. Taichung also has its own Taichung Mosque and Tainan has Tainan Mosque, including Kaohsiung with its Kaohsiung Mosque.

Taiwan is no longer alien to Muslim travellers. As a matter of fact, Muslim travellers can definitely enjoy Taiwan without having to worry about finding halal food.

Taipei has more than 10 halal restaurants that will satisfy the palate of Muslim travellers’. There are also almost 20 halal eating spots all over Taiwan. Ranging from various backgrounds such as Indian, Pakistani, Thai and even local Muslim Chinese, these dining options are well prepared to serve lunch and dinner. Interestingly, travellers looking for halal food need not look further from the mosques — more often than not, halal eateries are bound to be located close by, if not next door.

Here are some of the famous halal restaurants in Taiwan, starting with the ones located in Taipei:

1. All Baba’s Indian Kitchen: This restaurant uses only original and imported spices from India and Pakistan in their cooking. They offer up to over 50 authentic mutton and chicken dishes, including soft and flaky homemade bread using their traditional oven. One of the best deals here at All Baba is the all-you-can-eat lunch at only NT$399 (around RM 42) every Sunday.

OPENING HOURS:
1100-1430, 1700-2230

ADDRESS:
2F. No. 56, Nanshika Rd., Taipei City
TEL: +886-2-2567-7163

Seat: 70

2F. No. 86, Minsheng Rd., Tuyuan City, Tuyuan County
TEL: +886-3-336-3082

Seat: 60

COST: NT$300 per person (cash or credit card)

2. Aatjea Pakistani & Indian Halal: The chef of this restaurant cooks delicious bread and tandoori platters, one of the favourites among its guests. Here, meals can be ordered a la carte or from the set menus. During weekdays, the restaurant offers business lunches and all-you-can-eat buffet during weekends. >>
Chinese Muslim Association
Halal Logo
Halal Authentication Conference
Halal Authentication Conference
Taiwan

6 Days 5 Nights Muslim Experience in Taiwan

Organized by

MHTT

The Heart of Asia
Time for Taiwan
Tourism Bureau
Republic of China (Taiwan)
http://eng.taiwan.net.tw
Implications

• Making policy suggestions for destinations
• Suggestions for Muslim friendly facilities and services
• Develop connections between tour operators in Muslim countries.
Semoga Allah SWT melimpahkan RahmatNya.
SAMPAI JUMPA DI TAIWAN !
+886-911-284442

Thank You!

ID: 0909665549